DEPARTMENT OF NATURAL RESOURCES
POSITION DESCRIPTION

Working Title: Fish, Wildlife and Parks (FWP) Division Web/SharePoint Coordinator
Classification: IS Business Automation – Specialist

Purpose of the Position:
Under general supervision, this position reports to the Information Technology Section Chief in the Fish, Wildlife and Parks (FWP) Division and leads project teams for the purpose of planning, developing, implementing, enhancing, monitoring, and maintaining the division's content on the World Wide Web (web) and SharePoint. This position is part of a section of IT professionals at the Division-level. The position coordinates teams of web/SharePoint developers and content managers across the division and supports those staff to ensure they successfully follow the department's policies and process for web and SharePoint development, maintenance and management. The position requires a strong knowledge base and experience: managing web and SharePoint application and site development efforts; serving as a business analyst with the aptitude and desire for creating solutions; consulting with Bureau of Technology Services (BTS) staff and customers, negotiating solutions, mentoring other developers in the division and working on development teams to integrate complex IT solutions in desktop and mobile web environments. As business analyst and project manager, the position independently completes advanced analysis (feasibility, cost-benefit, systems requirements) and interprets business requirements for technical staff and contractors. The position plans and manages web and SharePoint development and assists with budgets through the entire project life cycle for the portfolio of web and SharePoint projects in the FWP Division. The position ensures that FWP Division web and SharePoint applications meet department and enterprise standards. This position maintains contemporary knowledge and expertise by staying abreast of current research and maintains an effective professional network. The customer base for this position is 1300+ Division staff statewide, including six programs, colleagues throughout the Department and key partner groups statewide as well as corresponding programs at other local, state and federal agencies.

Location, Geographic Scope and Travel Requirements:
This position is based in Madison (Central Office) with responsibilities statewide. Occasional travel within the state is required for meetings, conferences, staff training, etc. Travel out-of-state is rare.

Responsibilities and Accountabilities:

55% A   Division Web Coordination/Administration
Collaborate with other members of the FWP Division to manage the division's internet and intranet websites and maximize efficient and effective use of human and fiscal resources.

A1   Serve as the Intranet and Internet Administrator for the division; develop & maintain the FWP division web architecture; troubleshoot, identify, and resolve production and development application problems; obtain and maintain appropriate knowledges and authorities.

A2   Plan, monitor, prioritize and oversee projects and related work activities for the development of applications or content on our FWP Division intranet and internet websites, ensuring that content is written in an appropriate style and tone for the audience it serves and that appropriate coordination is completed with all affected, including the Office of the Secretary and the Office of Communications.

A3   Manage division web projects; define and document business needs, objectives and procedures; analyze benefits, technical requirements and alternatives for web-based applications and communication platforms; and ensure that the division's web publishers

and content editors meet required web updating and maintenance tasks in accordance with the approved standards and timelines.

A4　　　Design, develop, and implement standard FWP Division website frameworks and templates using content management tools (e.g. Drupal) and web editing tools, including ensuring the appropriate staff are aware of and following them and that the content is audience friendly and the site is easy to use.

A5　　　Lead teams of application and web professionals, determine resources and skill needs, provide training on the Department's web tools and frameworks and assign tasks, to ensure efficient and effective intranet and internet projects and pages.

A6　　　Develop and review plans for intranet and internet-related projects to ensure that FWP Program web managers have planned for adequate resources to complete the projects and raise issues to program/division/department management through appropriate communication mechanisms regarding how the proposed projects will fit with other planned projects.

A7　　　Identify issues affecting division and agency-wide integration of the intranet and internet and work with division IT staff, division management, the department web team and BTS management to resolve these issues.

A8　　　Assist FWP Program web staff and others with setting training objectives and plans related to division/program web tools and frameworks for business area experts, program area liaisons, and division training staff.

A9　　　Provide expertise on web design to program/division staff based on the usability of the web and the analytics collected, with a goal of creative presentation that meets the needs of stakeholders.

A10　　Review web content of division web publishers to ensure standards are being followed and for usability prior to implementation.

A11　　Consult with other staff on statewide planning for web technology to be incorporated into division communication, action and project plans.

A12　　Develop technical policies, procedures, and standards for the use of the intranet and internet for use within the FWP Division.

A13　　Establish, monitor, and analyze performance measures (e.g. Google Analytics), and use results to improve functionality of applications and effectiveness of content.

A14　　Establish a testing and verification methodology to assure that all portions of the sites are thoroughly tested and acceptable to clients and IT prior to implementation.

A15　　Provide expertise in using alternative web presentations such as web applications or advanced software (e.g. ArcGIS Online (AGOL))

35% B   Division SharePoint Coordination/Administration
Collaborate with other members of the FWP Division to manage the division's SharePoint websites and maximize efficient and effective use of human and fiscal resources.

B1　　　Serve as the SharePoint Administrator for the division; develop & maintain the FWP division web architecture; troubleshoot, identify, and resolve production and development application problems; obtain and maintain appropriate knowledges and authorities.

B2　　　Plan, monitor, prioritize and oversee projects and related work activities for the development of applications or content on our FWP Division SharePoint websites, ensuring that content is written in an appropriate style and tone for the audience it serves

and that appropriate coordination is completed with all affected, including the Office of the Secretary and the Office of Communications.

B3   Manage division SharePoint projects; define and document business needs, objectives and procedures; analyze benefits, technical requirements and alternatives for SharePoint-based applications and communication platforms; and ensure that the division's SharePoint publishers and content editors meet required SharePoint updating and maintenance tasks in accordance with the approved standards and timelines.

B4   Design, develop, and implement standard FWP Division SharePoint frameworks and templates, which includes ensuring the appropriate staff are aware of and following them and that the content is audience friendly and the site is easy to use.

B5   Lead teams of application and web professionals, determine resources and skill needs, provide training on the Department's SharePoint tools and frameworks and assign tasks, to ensure efficient and effective SharePoint projects and pages.

B6   Develop and review plans for SharePoint-related projects to ensure that FWP Program web managers have planned for adequate resources to complete the projects, and raise issues to program/division/department management through appropriate communication mechanisms regarding how the proposed projects will fit with other planned projects.

B7   Identify issues affecting division and agency-wide integration of SharePoint and work with division IT staff, division management, the department web team and BTS management to resolve these issues.

B8   Assist FWP Program web staff and others with setting training objectives and plans related to division/program SharePoint tools and frameworks for business area experts, program area liaisons, and division training staff.

B9   Provide expertise on SharePoint design to program/division staff based on the usability of the web and the analytics collected, with a goal of creative presentation that meets the needs of stakeholders.

B10   Consult with other staff on statewide planning for SharePoint technology to be incorporated into division communication, action and project plans.

B11   Develop technical policies, procedures, and standards for the use of SharePoint for use within the FWP Division.

B12   Establish, monitor, and analyze performance measures, and use results to improve functionality of applications and effectiveness of content.

5%   C   **Participation in and leadership of section, division and department activities and projects.**

C1   Represent the Fish, Wildlife and Parks division in the Department's Web Governance structure in consultation with Fish, Wildlife and Parks division management. Work through Department Web Governance to address and resolve technical issues and discuss new directions and technology.

C2   Oversee and provide guidance on digital asset management for the division as initiatives arise.

C3   Collaborate and consult in identifying, analyzing, and meeting program needs with respect to web content or SharePoint requirements. This includes, but is not limited to: interviewing staff; defining and documenting business needs/objectives, existing business procedures, program benefits, new requirements, and alternatives for automation;

reviewing the technical feasibility of proposed projects; performing a cost-benefit and systems requirements analysis on new systems being proposed as well as changes or enhancements made to existing systems; documenting the results and provide alternatives for automated systems to meet program needs; and determining the impact of changes for compliance to systems requirements and agreements.

C4   Provides input and assists with marketing strategies for the division as needed.

C5   Carry out special assignments to respond to the needs of the division and department.

C6   Consult with other IT staff or other agencies to assist them in project efforts on a limited basis.

C7   Orient new employees to shop standards, procedures, and major application areas.

C8   Assist in formal mentoring of new employees.

C9   Share knowledge with team members and provide assistance in areas of personal expertise.

C10   Assist with staff recruitments, including participating on interview panels and selection.

C11   Assist in providing feedback for annual evaluations for staff including development of a training plan and the next year's goals and objectives.

C12   Identify and assist general and specific staff concerns and initiate appropriate actions to resolve concerns where possible.

C13   Recommend desirable training and classification actions whenever possible through awareness and judgment.

C14   Assist in maintaining high staff morale and productivity. Assist with developing methods to build and promote relationships with business and IT partners, including across the DNR divisions and programs.

5% D Organizational Responsiveness

D1   Review and keep abreast of changes in knowledge and practices of position-related activities in responsibilities.

D2   Participate in job related training, conferences, seminars and organizational meetings and read technical publications to maintain a high level of knowledge concerning data processing and web/SharePoint development methods.

D3   Represent unit on task forces or special committees to contribute to the understanding of the group and to gain knowledge of their perspectives.

D4   Prepare forms and reports as necessary for personnel and budget accounting purposes in a timely manner.

D5   Follow all general and position-related safety requirements.

Knowledge, Skills and Abilities:

1. Knowledge of customer service concepts and strategies with strong problem-solving skills.
2. Knowledge of web technologies for serving software and mapping system applications to customers.
3. Knowledge of internet and intranet websites, including maintenance of these technologies.
4. Knowledge of website analysis, investigating parameters, and using prototypes for employing technology for communication needs.
5. Knowledge of internet content management systems.
6. Knowledge and skill related to internet and website design, including navigation, architecture, usability, and integrating content from multiple sources.
7. Knowledge and skills related to identifying, analyzing, and meeting program IT needs.
8. Knowledge of short and long-range planning methods, team building and negotiating.
9. Knowledge of the relationship between complex emerging technologies, information technology and systems, and their application across programs in an enterprise context.
10. Skill in the use of Microsoft office products including Access, Excel, Word, Skype, and Power Point.
11. Knowledge and skills related to the use of SharePoint at many levels (e.g. administration, user and customer support).
12. Skill in the use of mobile responsive website design techniques.
13. Coding skills using languages such as HTML/CSS.
14. Ability to use web editing software such as Adobe Acrobat, Photoshop and Dreamweaver.
15. Knowledge and skills in the use of content management systems such as Drupal.
16. Ability to be detailed oriented and perform tasks with a high level of accuracy, while keeping an eye on the big picture.
17. Ability to demonstrate good prioritization, time management and organizational skills, and to work independently on multiple tasks/projects at one time.
18. Ability to function as part of a team of IT professionals with distinctive areas of expertise.
19. Skill in business analysis.
20. Advanced Knowledge and skill in project management methods and project work plan development.
21. Skill working with subject matter experts, business analysts and other IT professionals in the development of technical specifications for use by programmers developing complex applications.
22. Ability to analyze changes to IT architecture, assess the impacts on business systems, develop options to resolve resulting issues, and prepare and present information to management.
23. Ability to communicate effectively to both technical staff and non-technical staff, including managers, both verbally and in writing.
24. Ability to orient new staff to organization standards and procedures.
25. Ability to coach or mentor other staff.
26. Knowledge and skill related to good marketing strategies.
27. Knowledge and skill related to alternative web presentations by using web applications or advanced software such as ArcGIS online.

Addendum

Physical Requirements and Environmental Factors:

Physical requirements include talking in front of groups, sitting for long periods of time, lifting and carrying 5 to 30 lb. Environmental factors include working indoors in an office setting and independently traveling to offices around the state.

Equipment Used: Computers/laptops, headsets, smartphones, projectors/TVs, tele-presence meeting hardware, network printers, calculator, multi-function devices (copy, scan, fax, print), and telephone.

Telework Evaluation
Because this position must be available for regular in-office contacts and works closely with developers and business experts/managers, telework could be available only on an occasional basis.

<u>**Department Performance Objectives**</u>**:**

Decision Making: Able to analyze situations fully and accurately to reach productive decisions. Consults appropriate parties when necessary and identifies the key concerns and/or issues that need to be addressed in order to make the best decision possible, at the correct level of decision hierarchy. The desired outcomes for this competency include excellence and credibility in decision making.

Service Excellence: Makes customer service a top priority and constantly seeks to improve customer service. Is responsive to changes in what customers want and need. Delivers on promises made to customers and follows up appropriately. The desired outcome for this competency is a strong connection to our customers.

Effective Communications: Able to express ideas in a clear, concise and effective manner, whether speaking or in writing. Uses correct grammar and sentence structure in communications. Is a good listener, even when differing viewpoints are being expressed. Openly shares information and keeps all relevant parties updated. The desired outcome for this competency is strategic unity built on trust.

Interpersonal Relationships: Builds and maintains effective working relationships with others both internally and outside the organization; takes a positive and productive approach to resolving any conflicts which may arise. Exemplifies the commitment to the DNR's core value of respect; to work with people, to understand each other's views and to carry out the public will, maintain integrity, and treat everyone with fairness, compassion and dignity. The desired outcome of this competency is a shared mind set and pool of meaning.

Leadership: Fosters and encourages support from his/her team to accomplish objectives, follow procedures, and accepts suggestions; inspires confidence and respect; motivates people to achieve agency goals and objectives; promotes respect, honesty, integrity, and fairness to all. Enforces standards/rules fairly and consistently and leads with courage.   The desired outcomes for this competency are accountability through ownership of the work, staff alignment with agency direction, and full engagement of all employees.